

VIBE®

215 Lexington Avenue
New York, NY 10016

Monday, October 19, 1998

Phyllis LaRusso
Philip Morris
120 Park Avenue
New York, NY 10017-5592

Dear Phyllis:

The results of the 9/98 age phone study are in. Highlights attached.

Methodology:

- Phone survey conducted between September 1 and September 16, 1998 by Beta Research Corporation.
- A random selection of subscribers names were furnished by our fulfillment house.
- 1,000 subscribers were called.
- 505 completed subscriber interviewed.
- 88% are 21+.
- 87% cooperation rate.

Phyllis, as mentioned above, the survey reveals that 88% of **VIBE's** readership is age 21+. Under Philip Morris' guidelines, **VIBE** is an established adult magazine. I recently submitted a proposal to Advertising Experti and with these numbers I hope **VIBE** makes it back onto your 1999 print campaign.

If there are any questions, give me a call at (212) 448-7308.

Best,



Robin Gibson

Cc: Richard Camisa, Rita Schneider, Karen Marryshow

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